



Marketing Best Practices and Certification to Key Stakeholders

New Hampshire Salt Symposium



YOUR SOURCE FOR SNOW & ICE MANAGEMENT EDUCATION
www.sima.org

Who is SIMA?

SIMA is a the non-profit international association that provides resources, leadership and support for anyone that deals with snow & ice management

- ☐ Established in 1996 by industry professionals
- ☐ 1,700 + members including independent contractors, in-house operations, manufactures, suppliers and consumers of the snow & ice industry
- ☐ Certified Snow Professional 
- ☐ Advanced Snow Manager 
- ☐ Best Practices Checklist

BEST PRACTICES CHECKLIST

DOES YOUR SNOW & ICE MANAGEMENT PLAN INCLUDE THESE IMPORTANT GUIDELINES?

ENVIRONMENTAL HEALTH, SAFETY, LIABILITY & RISK MANAGEMENT:

- ☐ Verify insurance liability coverage to include specific 'snow rider'/endorsement
- ☐ Documented site engineering plan to verify areas to properly locate and stack snow to prevent melt/refreeze areas and line-of-site issues
- ☐ Documented safety program and policies including incident reporting process, on-going education, training and implementation (i.e. tailgate talks, perimeter inspections, safety equipment and PPE)
- ☐ Parking lots and sidewalk clearing process includes ADA compliance guidelines
- ☐ Awareness of salt's impact on fresh water resources related to proper application rates and storage

ESTIMATING, PLANNING & COST EFFECTIVENESS:

- ☐ Documented snow site engineering plan to verify client and site expectations for proper planning of equipment and capacity utilization (i.e. aerial maps with zone assignments & priority area designations)
- ☐ Utilizes a verifiable estimating system/tool to verify capacity related to size of site (e.g., sq. ft.)
- ☐ Capacity planning based on estimating system guidelines and cycle time expectations

EXECUTION & RESPONSIVENESS:

- ☐ Documented snow site engineering plan to verify proper resource capacity has been dedicated related to cycle-time expectations and to identify priority areas to be serviced first
- ☐ Documented snow response planning process for variability of storm scenarios
- ☐ Minimum required ice control product in inventory at all times necessary for 2-weeks' worth of average storm activity (average 2-5 storms dependent on geographic market) including product variety for variable temperature requirements (NaCl, MgCl, CaCl)
- ☐ Planned reserve equipment & labor capacity

QUALITY OF SERVICE:

- ☐ Documented snow site engineering plan to verify priority areas & zones (e.g., handicap zones, fire exits & hydrants, drains, etc.) and areas for snow to be relocated to ensure proper drainage, line of site, etc.
- ☐ Utilizes a site inspection process
- ☐ Consistent manager assigned to manage quality expectations

COMMUNICATION, DOCUMENTATION & VERIFICATION:

- ☐ Documented verification process (e.g., site visit/work completion logs)
- ☐ Technology enabled (e.g., electronic reporting systems)
- ☐ Utilizes communication system (e.g., phone tree, electronic notification, centralized call center or contact)
- ☐ Documented organizational communication process flow (e.g., Plan > Do > Verify > Re-Do > Invoice)

CERTIFICATION / STANDARDS & EDUCATION:

- ☐ Certified Snow Professional (CSP™) on staff
- ☐ Advanced Snow Manager (ASM™) on staff
- ☐ Attends continuing education seminars, webinars, trade shows, etc.

EXPERTISE & PROFESSIONALISM:

- ☐ Manager/Foreman assigned to manage site(s) has 5 years or more field experience
- ☐ Staff assigned to perform work on the site(s) has 2 years or more field experience
- ☐ Documented organizational and accountability structure for the company and site(s)
- ☐ Company/management is an active member of SIMA

Download this checklist
at www.sima.org/bestpractices



www.sima.org/hireapro

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The Best Practices Checklist and related presentation are offered to SIMA members for informational purposes only, and are not a substitute for using sound professional judgment during snow and ice management activities. Best practice always depends on the individual circumstances of each snow and ice management project. SIMA, its officers, employees, authors and agents assume no responsibility for consequences arising from the use of, or failure to use, these recommended best practices.

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www.sima.org/bestpractices



Why Do Best Practices Matter?

- By definition, a best practice is a method or technique that has consistently shown results superior to those achieved with other means, and that is used as a benchmark. In addition, a "best" practice can evolve to become better as improvements are discovered.
- **There is no industry mandated education, standards or regulations.**
- Reduce Risk and Liability.



Beneficiaries of Best Practices

- **Clients / Consumers**
- Employers (Owners, Executives, Managers)
- Employees (Operators, Labor)
- Insurance

Safety, Liability & Risk Management

Documented and practiced Environmental Health and Safety program including;

- ☐ Policies related to PPE
- ☐ Safety tools and equipment to be utilized
- ☐ Documented 'tailgate' safety training program for employees and subcontractors (aka - 'toolbox talks')
- ☐ Verification and Incident reporting process



Safety Training Kit available at www.sima.org/resources



Safety - PPE



ASM 
ADVANCED SNOW MANAGER™



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Who is your Audience?

- Identify the core value proposition to the audience and build a series of value propositions
- Ensure consistency in the language of the value propositions so they can be presented in a variety of mediums

CSP Example:

Value for Facility Management Industry

The Certified Snow Professional (CSP) certification is the recognized standard for professionalism and excellence in the snow and ice management industry.

A Certified Snow Professional is:

- Reliable: Values consistent service and communication.
- Accountable: Focused on partnership, safety, and risk management.
- Resourceful: Aligned with industry best practices and highly experienced.

Hiring a service provider for snow & ice management is an essential safety and financial decision. You need a trustworthy partner you can depend on. *Experience Trust* and hire a Certified Snow Professional.



GSP Example: Value for Facility Management Industry



PUBLIC

GOVERNMENT

- DES Home
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- About DES
- Media Center
- Public
- Government
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- Programs
- Rules/Regulatory
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[Divisions](#) > [Water Division](#) > [Programs/Bureaus/Units](#) > [New Hampshire Road Salt Reduction Initiative](#) >

NH Voluntary Salt Applicator Certification

Effective November 1, 2013, commercial salt applicators who have successfully completed the University of New Hampshire Technology Transfer Center's (T2) [Green SnowPro training program](#) can apply to DES for a voluntary certificate.

Under a [new law and interim rules](#) adopted in 2013), certified salt applicators - and property owners who hire them -- who follow best management practices and keep basic records are provided with limited liability for damages arising from hazards caused by snow or ice.

The goal of the program is to improve efficiency in salt use, such that the least amount of salt is used to ensure safe conditions for pedestrians and vehicles.

A [Salt Applicator Certification Application](#) can be downloaded. There is no fee to apply. However, to be certified, you are required to have taken the [UNH T2 Green Snowpro training or refresher course](#) in the past two years. Certification expires every June.

[List of DES Certified Salt Applicators](#) Use arrows at top of columns to sort by: Name, Affiliation or Business Address.

Be sure to check with the contractor to confirm their certification is up to date, or contact Earle Chase at DES: earle.chase@des.nh.gov or (603) 271-5329.

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GSP Value:



University of New Hampshire
Technology Transfer Center

[Home](#) [UNH Home](#)

[Home](#) [Training](#) [DRA Mosaic](#) [DRA MS](#) [Road Salt Reduction](#) [Services](#) [Publications](#) [Affiliate Groups](#) [About Us](#) [Other Events](#)

Road Salt Reduction

[Municipal Salt Reduction](#)

[NH Salt Symposium](#)

[Related Documents](#)

[Salt Reduction BMPs](#)

Green SnowPro Training and Certification

New Hampshire Green SnowPro

The UNH T² Center offers half day Green SnowPro Training courses focused on efficient and environmentally friendly winter maintenance practices. The course covers the basics of salt reduction including:

- Equipment Calibration
- Anti-Icing
- Brine Making
- Pre-wetting with Brine and Other Liquids
- Effecient Application Rate Changes with Pavement Temperature
- Effective Plowing
- Emerging Technologies
- Salt Accounting
- Environmental Impacts

The course is approximately 4 hours of classroom instruction and 1 hour of field demonstration of calibration and brine making techniques. Following demonstration and classroom time students take a 30 minute exam to qualify for certification. Currently, there are 457 individuals who have successfully completed the Green SnowPro training.



Liability Protection through NHDES Salt Applicator Certification

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Brand Consistency

- Develop a brand for the certification that is consistent and easily communicated
- Helps ensure that the brand is represented professionally
- Replication of the brand is essential if utilizing grassroots marketing



PRIMARY LOGO



The Certified Snow Professional (CSP) logo is an immediate representation of the certification program and is an extension of the standards for professionalism and excellence in snow and ice management services.

The CSP logo is a valuable corporate asset that must be used consistently in proper, approved forms.

Do not alter the logo in any way.

The main version of our logo is shown here. **Use this version of the logo when possible, always on a white background.** By using this version on the majority of our materials, we will avoid diluting the brand by having too many different looks.

Consistency is key to brand recognition.

The logo should not be redrawn or recreated in any way. The correct reproduction of the logos can only be achieved by using the official logo files.

*COMMON MISTAKES

Never place the standard CSP logo on colors other than white.



MINIMAL WIDTH LOGO 1.5 INCHES

The logo shown here is at the smallest size that it can be used with "Certified Snow Professional" spelled out.



LOGOS SMALLER THAN 1" WIDE

The logo shown here should be used for applications smaller than 1" wide.

Develop Collateral Material

- Create helpful collateral material that represents the brand, contains the value propositions, and looks really good
- Consider all potential mediums, including press releases, brochures, inserts, proposals, social media, and digital/web.



Press Release Example



NEWS RELEASE

For Release: [INSERT DATE]

Contact: [INSERT NAME, EMAIL, PHONE NUMBER]

[INSERT NAME] earns Certified Snow Professional (CSP) certification from the Snow & Ice Management Association

The Snow & Ice Management Association has announced that [INSERT NAME], [INSERT JOB TITLE] of [INSERT COMPANY] has earned the Certified Snow Professional (CSP) certification.

The Certified Snow Professional program is the recognized standard for professionalism and excellence in snow and ice management services.

A CSP is an experienced, educated leader in the snow & ice management industry, and is:

- Reliable: Values consistent service and communication.
- Accountable: Focused on partnership, safety, and risk management.
- Resourceful: Aligned with industry best practices and highly experienced.

To earn the CSP, an applicant must meet strict requirements tied to direct industry experience, and prepare for and take a comprehensive exam covering Business, Human Resources, Marketing, Sub-contractors, Snow & Ice Science, and Snow & Ice Operations and Techniques. Once an individual obtains the certification, they must earn continuing education credits each year.

The entire CSP program is designed to build skill and leadership in these four core areas: professionalism, experience, knowledge, and excellence.

#

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Brochure/Print Inserts

Experience Trust — Hire a Certified Snow Professional.

The Certified Snow Professional (CSP) certification is the recognized standard for professionalism and excellence in snow and ice management services. A CSP is an experienced, educated leader in the snow & ice management industry.

A Certified Snow Professional is:

RELIABLE

Values consistent service and communication.

ACCOUNTABLE

Focused on partnership, safety, and risk management.

RESOURCEFUL

Aligned with industry best practices and highly experienced.

Hiring a service provider for snow & ice management is an essential safety and financial decision. You need a trustworthy partner you can depend on.



What does it take to become a CSP?

1 THE APPLICATION

Individuals are only qualified to take the CSP exam if they meet strict pre-requirements tied to their direct snow industry experience, not just anyone can become a CSP. The application includes a significant financial investment.

2 THE PREPARATION

Preparing for the CSP exam is a rigorous endeavor that includes purchasing and reviewing these 6 different content modules:

- Business
- Snow & Ice Science
- Snow & Ice Operations
- Human Resources
- Sub-contractors
- Marketing

3 THE TEST

A comprehensive 200 question exam is delivered in a qualified testing center. No notes or study materials are allowed, and testers have 3 hours to complete the exam.

4 THE COMMITMENT

Once an individual achieves certification they must provide 15 continuing educational credits and a renewal fee annually.

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PROFESSIONALISM. EXPERIENCE.
KNOWLEDGE. EXCELLENCE.



KNOWLEDGE. EXPERIENCE.
MANAGEMENT. EXCELLENCE.

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Digital/Web/Social

Experience Trust.
Hire a CSP.

www.sima.org/hireapro



PROFESSIONALISM.
EXPERIENCE. KNOWLEDGE.
EXCELLENCE.

A **Certified Snow Professional (CSP)** is...

RESOURCEFUL

Aligned with industry best practices and highly experienced

Experience Trust. **Hire a CSP.**
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PROFESSIONALISM.
EXPERIENCE. KNOWLEDGE.
EXCELLENCE.

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Experience Trust. **Hire a CSP.**
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PROFESSIONALISM.
EXPERIENCE. KNOWLEDGE.
EXCELLENCE.

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Experience Trust. **Hire a CSP.**
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PROFESSIONALISM.
EXPERIENCE. KNOWLEDGE.
EXCELLENCE.

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Create a Brand Implementation Checklist

- Helps a certified individual know what to do to market the certification
- Easy to hand off to a marketing person or administrative person at the office
- Reinforces the tools available



Brand Checklist



Brand Implementation Checklist

Check off these items as they are completed to ensure you are using your certification effectively for marketing and sales purposes.

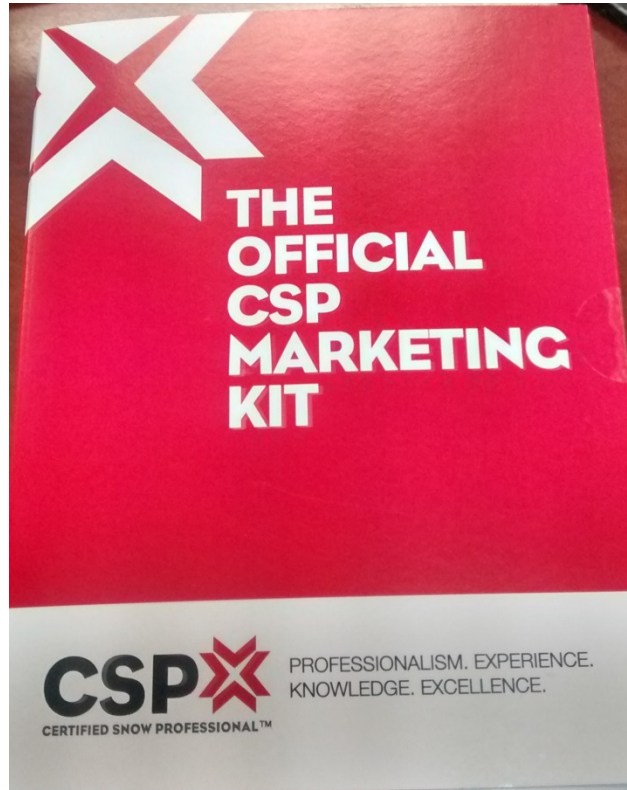
- ☐ Put the CSP logo in your email signature file (CSP Logo folder on USB Drive) and the acronym 'CSP' after your name in email sig.
- ☐ Update company webpage with CSP logo, CSP digital images, and CSP-focused links/language (CSP Digital Media folder on USB Drive)
- ☐ Work with your local printer to print 5 Tips Brochure and the CSP Inserts (Print materials - 5 Tips Brochure and CSP Insert folder on USB Drive). Use the CSP inserts with the brochure or as separate inserts for mailers, physical proposals, etc.
- ☐ Modify the CSP proposal templates in word format and append/integrate into your overall proposal for print and email (CSP proposal templates)
- ☐ Add the CSP logo to your business card and professional letterhead (CSP Logo folder on USB Drive)
- ☐ Review the CSP brand standards and usage to ensure you are adhering to these standards (CSP Brand standards and usage folder on USB Drive)
- ☐ Customize the CSP press release and send to local media outlets about the value of professional snow management (CSP Press release folder on USB Drive)

Get it in their Hands

- You can create all these great tools, but if it is time consuming to access or find them, it won't work
- Deliver tools via the web, usb drive, email, or other means



CSP USB Marketing Kit



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- ✓ Differentiate your business with quality training
- ✓ Make your business more attractive to insurance providers
- ✓ Deliver better results to customers
- ✓ Improve safety and reward key performers

**CORE
PRINCIPLES**

**SIDEWALK
OPERATIONS**

**PLOWING
OPERATIONS**

**ICE
MANAGEMENT**

ADVANCED SNOW MANAGER

SERIOUS TRAINING

STRONGER PEOPLE

SAFER OPERATIONS



ADVANCED SNOW MANAGER™

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Thank You... Thank you very much!

Questions...

Where to find more information

www.sima.org

www.sima.org/resources

www.sima.org/bestpractices

www.goplow.com

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